

2023-24 COMMUNITY IMPACT REPORT



UFC and the UFC Foundation are dedicated to making a positive and sustainable impact by advocating for youth, public service, arts and education, equality, and those who fight to overcome critical and life-threatening illnesses.

Through our corporate social responsibility program, *#UFCInTheCommunity*, we strategically collaborate with partners, sponsors, and athletes to develop charitable programs to make a positive impact on the communities where we host events and athletes reside.

As we look back on 2023 and 2024, we'd like to highlight some of our activations that could not have been achieved without the tireless help of our partners, sponsors, and athletes.

Thank you for being a part of our charitable program and helping to make a positive impact on the community.

Lawrence Epstein

LAWRENCE EPSTEIN,
PRESIDENT





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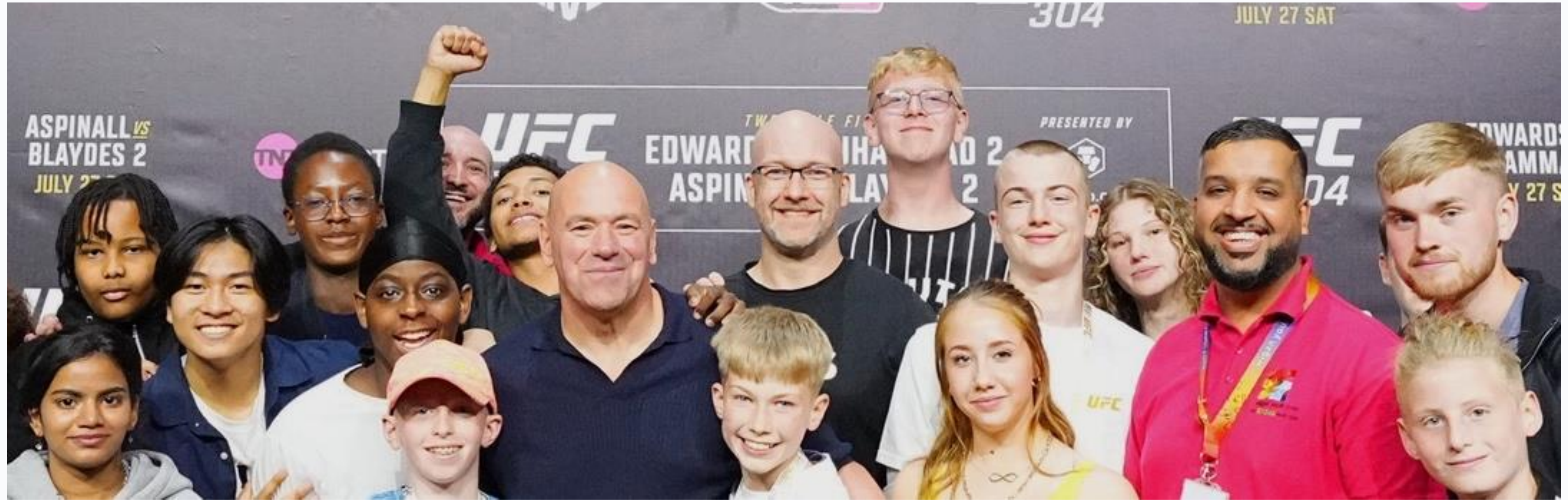
UFC CSR IMPACT

In 2023-24, UFC and the UFC Foundation partnered with **148** non-profit organizations in eight countries around the world (U.S., Australia, Brazil, Canada, France, Jamaica, Mexico, and the United Kingdom). By produced a series of fundraising campaigns throughout the year, UFC charitable partners received gifts and direct donations to help further their respective mission and goals.

148
NON-PROFIT
ORGANIZATIONS

8
COUNTRIES





UFC FOUNDATION MISSION FOCUS

PUBLIC SERVICE

Military Veterans, Active Service Men & Women, First Responders, and environmental responsibility.

YOUTH ADVOCACY / ARTS & EDUCATION

Establish Youth Mentoring Programs around the world

EQUALITY

Gender & Cultural Equality

OVERCOMING ADVERSITY (WE ARE ALL FIGHTERS)

Fighting for those who are striving to overcome critical and life-threatening illnesses



**BOYS & GIRLS CLUB
OF HAWAII**

UFC AND MAX HOLLOWAY COLLABORATE TO BUILD THE FIRST UFC-BRANDED YOUTH FITNESS CENTER IN PARTNERSHIP WITH THE BOYS & GIRLS CLUB OF HAWAII

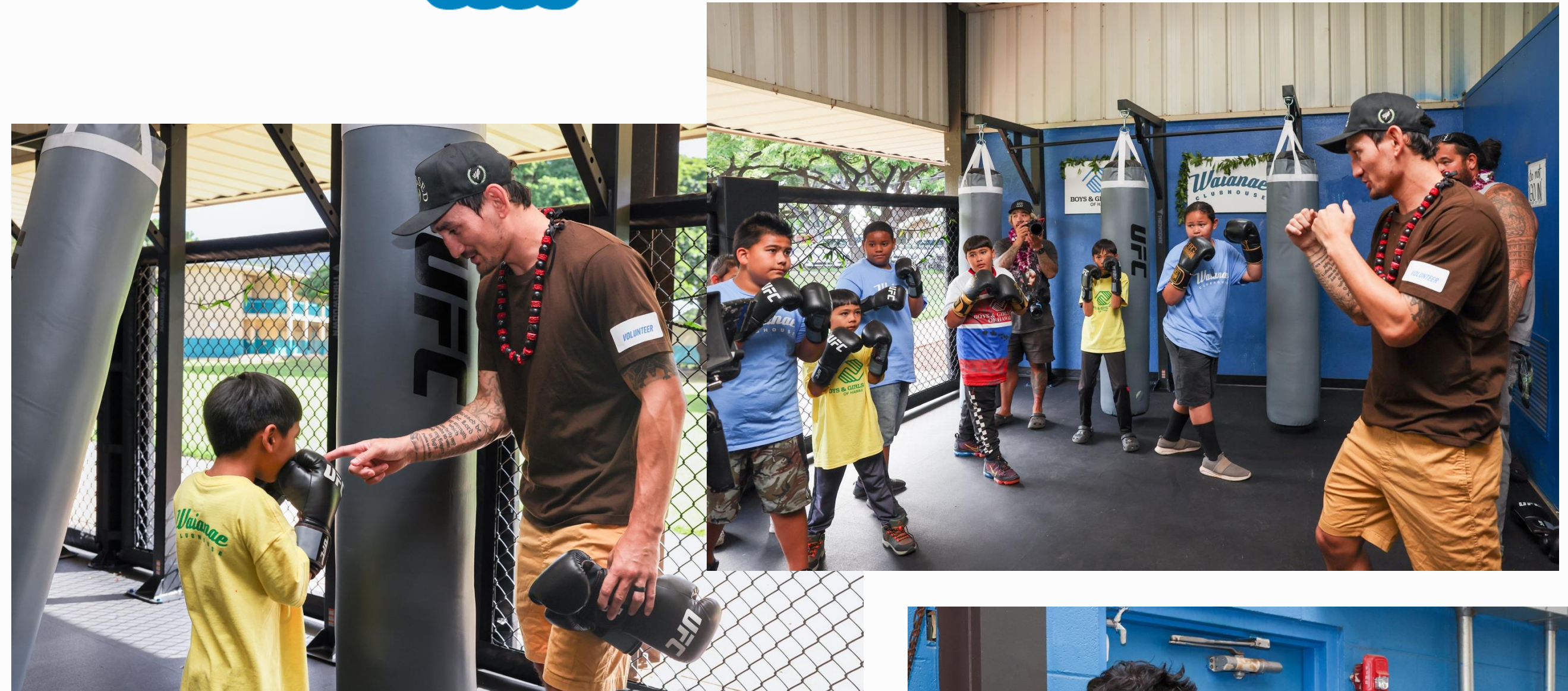
UFC and former two-time UFC featherweight champion **Max Holloway** partnered with the Boys & Girls Club of Hawaii to open the Max Holloway Fitness Center, which is the first UFC-branded gym in any Boys & Girls Club worldwide. Holloway, a native of the area with deep ties to the Clubhouse and community, played a key role in bringing the fitness center to life with his generous initial **\$60,000** donation in partnership with UFC.

"I'm blessed to have the opportunity to give back to my community in a big way in opening the first-ever UFC fitness gym in any Boys & Girls Club anywhere," said **Max Holloway, former UFC featherweight champion and Health and Fitness Ambassador for the Boys & Girls Club of Hawaii**. "I'm excited and being the Health and Fitness Ambassador is a huge deal. Every time I have the opportunity to coach, I love it, and to watch someone grow is amazing."

At the event, BGCH officially honored Holloway as the organization's first **Health and Fitness Ambassador**. In this capacity, Holloway will inspire and motivate 16,000 youth across nine Clubhouses through his passion for physical fitness and mental resilience, as well as raise awareness and funds for BGCH. The collaboration aims to instill discipline, self-confidence, and healthy living by utilizing his journey as an example of perseverance.

The grand opening featured Holloway leading BGCH members through a fitness lesson in the brand-new facility, where they learned a series of self-defense drills, practicing hand-eye coordination and punching on the new bags, and the importance of team building.

The state-of-the-art space is equipped with nine punching bags and open space for exercises, promoting well-being and healthy lifestyle choices among the youth. Currently, the Waianae Clubhouse serves hundreds of keiki from the area, providing them with a safe and nurturing



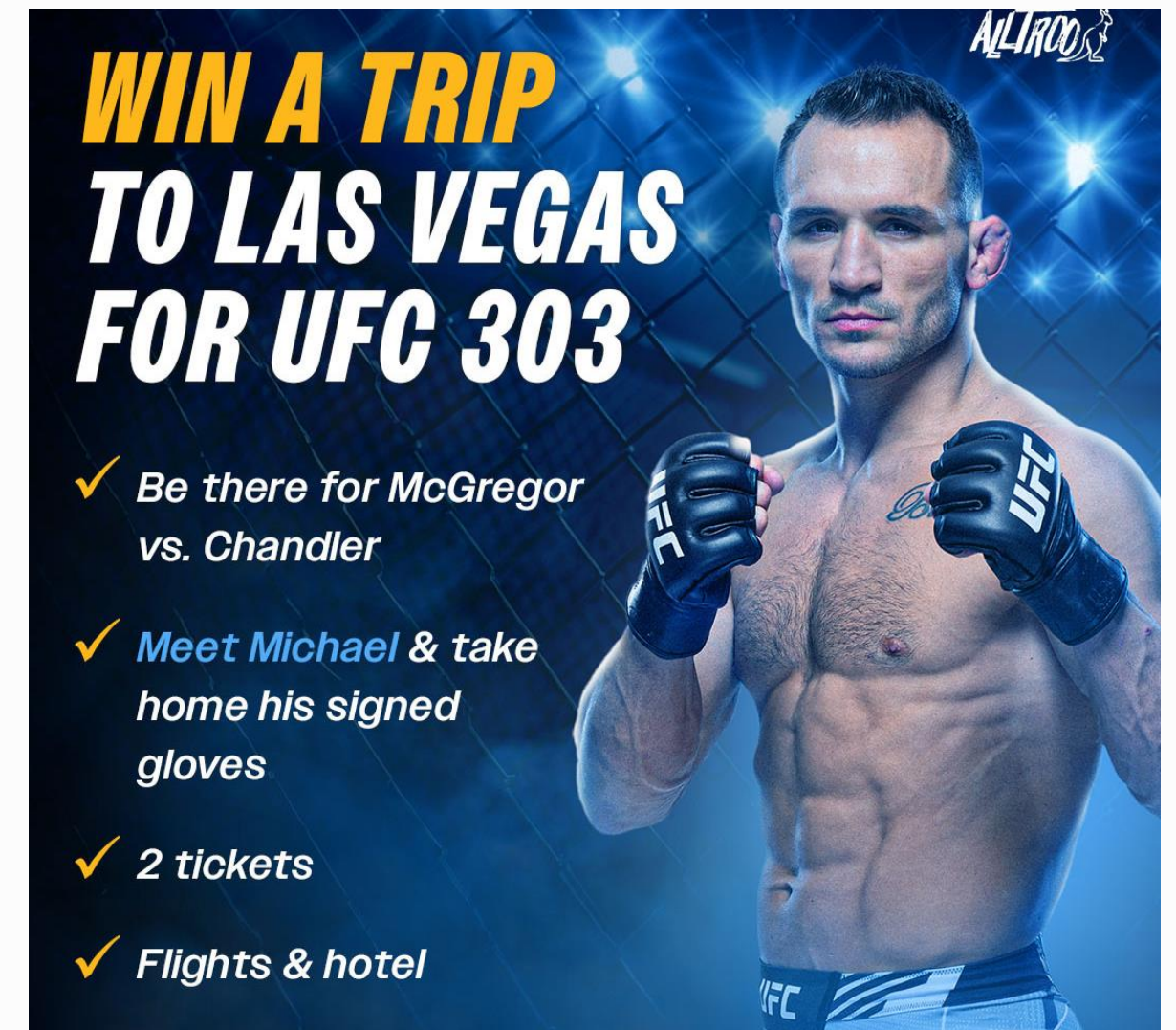
Max Holloway and members of the Boys & Girls Club of Hawaii during the opening ceremony of the Max Holloway Fitness Center



Paul Felder, Rashad Evans, Karen Bryant, Megan Olivi, Kamaru Usman and Jon Anik promote the Stuart Scott Memorial Cancer Research Fund



Max Holloway's AllTuro campaign raised funds for the Boys & Girls Club of Hawaii, with a winner & guest securing a trip to Las Vegas for UFC 300.



Michael Chandler's campaign for UFC 303 raised funds for families affected by a 2023 school shooting in Nashville. His oldest son attends the school.

UFC ESTABLISHES PLATFORM TO HELP ATHLETES RAISE FUNDS AND AWARENESS FOR INDIVIDUAL CHARITABLE CAUSES

UFC has established formal partnerships with fundraising platforms AllTuro, Fandiem, Charity Buzz and Just Giving, to help athletes raise funds and awareness for individual causes that align with their personal brand.

Campaigns are produced and promoted in conjunction with UFC around events that athletes are headlining.

UFC also works with athletes to join a non-profit organization as an ambassador, advisory or board member, to help further its mission. These athletes are also highlighted as part of the annual Forrest Griffin Community Award.



Beneil Dariush, UFC's 2024 Forrest Griffin Award Recipient, continues to raise funds and awareness for Promise Child, based in Haiti. Beneil operates two orphanages in Haiti, paying salaries for 10 full-time staffers and 30 children across both locations.



Charles Oliveira continues to raise funds and awareness for youth-based organizations throughout Brazil.

OFFICIAL *UFC*
SPECIALTY LICENSE PLATE
AVAILABLE NOW



**A PORTION OF
PROCEEDS TO BENEFIT
THE UFC FOUNDATION**

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UFC SPECIALTY LICENSE PLATE PROGRAM

UFC launched its specialty license plate program on June 1, 2022, and surpassed the minimum of 3,000 registrations needed within the first 12 months.

We originally estimated securing \$150,000 in revenue during the first 36 months of our program. We exceeded this goal in 14 months.

FIRST 24 MONTHS

Fans have registered over 6,100 specialty license plates.

REGISTRATIONS & RENEWALS

UFC specialty license plate registrations and renewals have grossed more than **\$284,500** in revenue for the UFC Foundation.

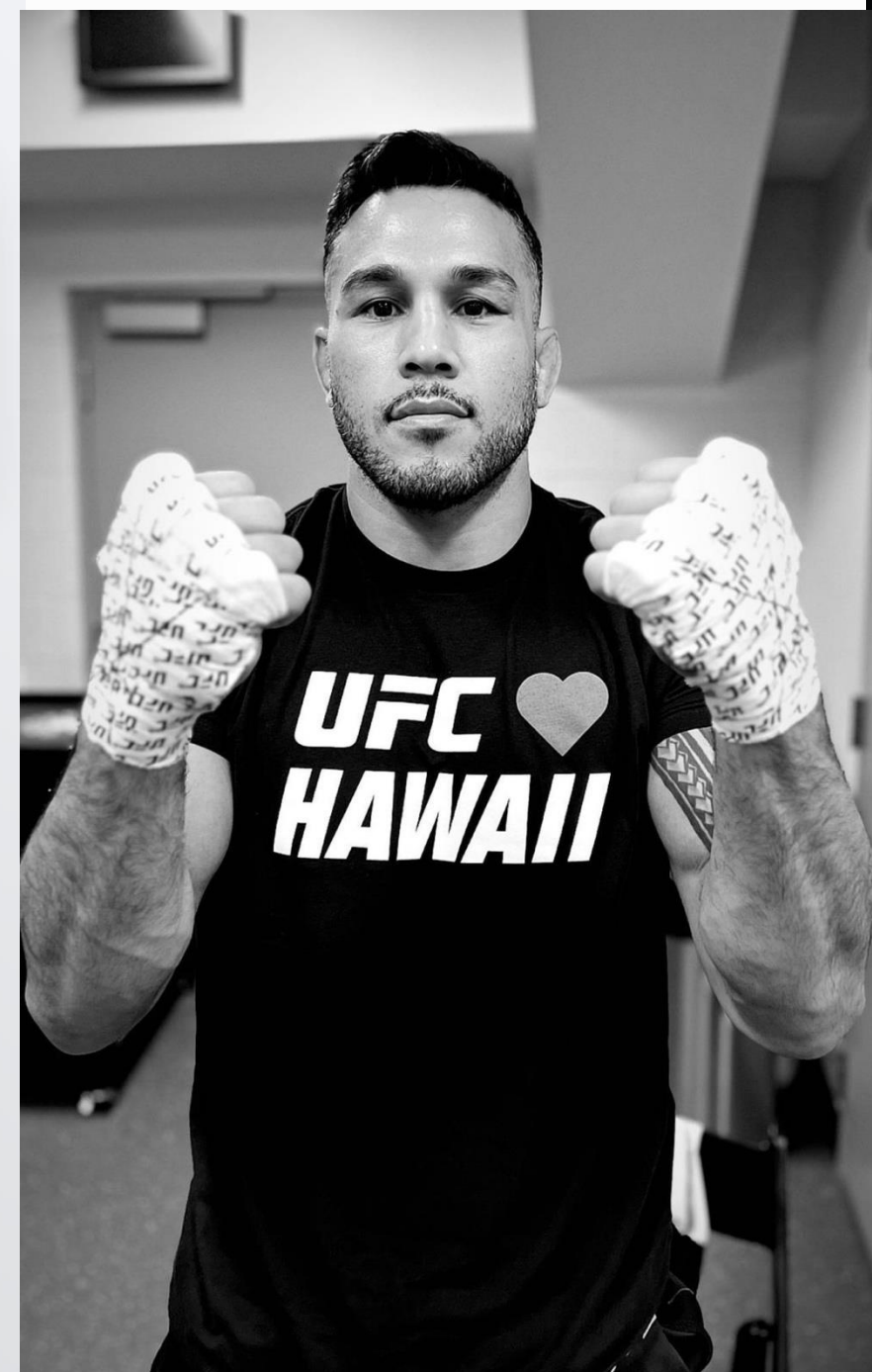


UFC JOINS MAUI RELIEF EFFORTS

In response to the Maui Wildfires, UFC made a financial commitment to help those affected by the tragedy. The series of wildfires caused widespread damage, killing 102 people and leaving communities devastated.

UFC launched a global online and in-venue t-shirt campaign with 100% of the profits from sales benefitting charities in Maui. The campaign was launched as part of *UFC Fight Night: Holloway vs. The Korean Zombie*, which took place on August 26 in Singapore, and was headlined by Hawai'i native Max Holloway.

Each athlete that competed on the card wore one of the "UFC Loves Hawaii" t-shirts, with several auctioned off the help further relief efforts in partnership with UFC Collectibles.



Max Holloway and his team following his victory in the Singapore main event





Lerone Murphy guidance on placement during UFC's youth program launch event at Wigan's OnSide Youth Zone in Manchester



Khalil Rountree leads the weekly boxing class in Las Vegas



Tracy Cortez provides pointers during boxing / self-defense classes at the Mexico City Performance Institute

UFC INCREASES DEVELOPMENT OF YOUTH MENTORING PROGRAMS

UFC continues to develop and launch youth mentoring programs in select markets around the world. Designed in partnership with local law enforcement, UFC's programs provide underprivileged youth with a safe space to train, get fit, build confidence and receive free after-school tutoring.

In 2023-24, UFC launched programs in Las Vegas, and Sydney, Australia, along with new United Kingdom chapters in Birmingham and Manchester. In 2025, UFC will expand its programs to Liverpool, Mexico City and Paris, France.



Robert Whittaker gives advice on hand and foot placement while punching during the launch of UFC's youth program in Sydney, Australia



Beniel Dariush leads the weekly youth self-defense, striking and jiu-jitsu classes at Kings MMA in Huntington Beach



Former United States House Representative Tulsi Gabbard and the HunterSeven Foundation team at UFC 295

UFC CONTINUES ITS SALUTE TO SERVICE BY PARTNERING WITH MILITARY

NON-PROFIT ORGANIZATIONS

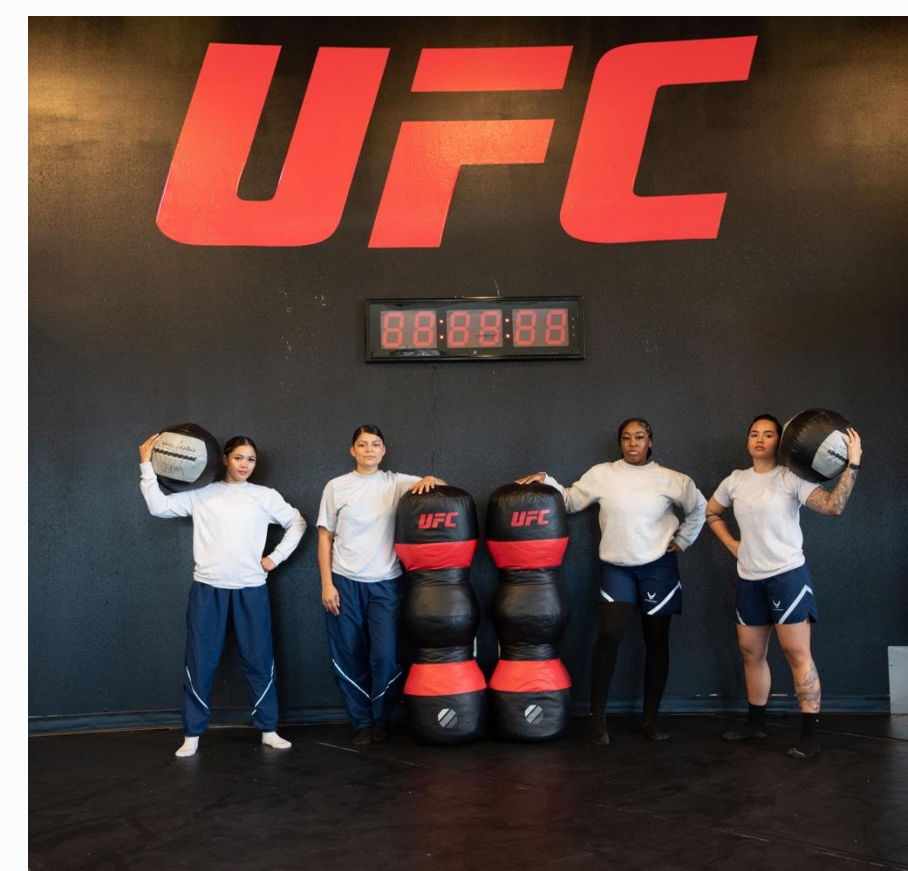
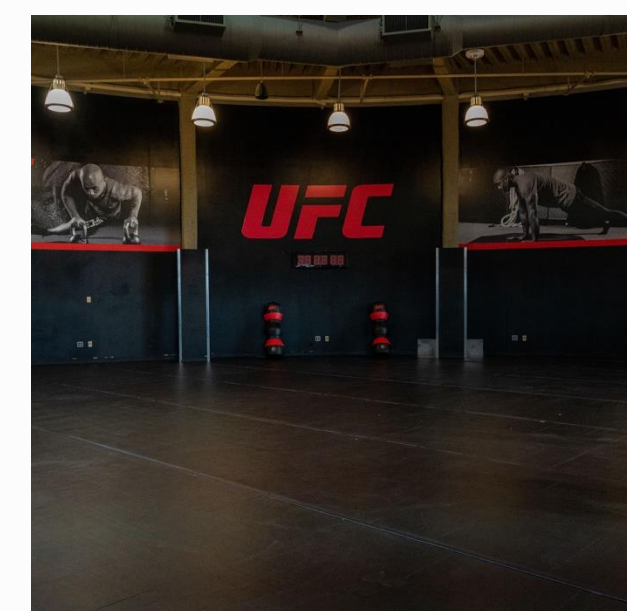
UFC continues to grow its longstanding support of the military, now includes partnerships with the HunterSeven Foundation, Special Forces Charitable Trust, United States Navy, and Jared Allen's Homes for Wounded Warriors.

In 2023, UFC also collaborated with Nellis Air Force Base to build the first UFC-branded MMA fitness and training space on a U.S. military base. Located inside the Warrior Fitness Center as part of the base's main campus, the UFC-branded space provides an expansive area for the more than 11,000 airmen who live and work on the base to train in the fundamental elements of mixed martial arts and self-defense.

UFC also partnered with Anthem Snacks to produce a global charitable sweepstakes with a winner and guest winning an all-expenses paid trip to UFC 295, which took place at Madison Square Garden on Veteran's Day. All net proceeds from the sweepstakes benefitted the **Special Forces Charitable Trust**, and **Jared Allen's Homes for Wounded Warriors**, with each organization receiving **\$25,000**.

UFC also collaborated with Black Rifle Coffee Company for a matching fundraising campaign as part of UFC 295. UFC and Black Rifle Coffee worked together to match funds raised during campaign up to **\$150,000**, with net proceeds benefitting the **HunterSeven Foundation**.

In 2024, UFC also launched a global fundraising campaign with Howler Head to benefit Jared Allen's Homes for Wounded Warriors, hosted members of the United States Navy for the first-ever "Navy Week" in Las Vegas and produced a campaign in partnership with **Folds of Honor**.





Michael Chandler, Josh Emmett and Nate Landwehr distributed toys and clothing to patients at Vanderbilt Children's Hospital in Nashville



Valentina Shevchenko and Loopy Godinez visit patients at Canuck Children's Place in Vancouver



Rob Font, Calvin Kattar and Joe Lauzon joined the daily afternoon programming at Boston Children's Hospital

UFC EXPANDS PARTNERSHIPS WITH CHILDREN'S HOSPITALS

UFC continues to partner with children's hospitals throughout North America to provide toys, inspiration and motivation for pediatric patients fighting to overcome life-threatening illnesses.

In 2023-24, UFC visited numerous children's hospitals in Boston, Miami, Nashville, Newark, New York, Salt Lake City, Louisville, and Vancouver, as part of UFC Pay-Per-View fight weeks.



Alexandre Pantoja meets with pediatric patients at Nicklaus Children's Hospital in Miami



Dan Ige, Miesha Tate, and Brendan Allen spent time with patients and families at Primary Care Children's Hospital in Salt Lake City

#UFCINTHECOMMUNITY PROGRAM

UFC's corporate responsibility program, *#UFCInTheCommunity*, strategically collaborates with partners, sponsors, and athletes to develop charitable programs designed to make a positive impact on the community. UFC also helps athletes connect and partner with non-profit organizations in their local community.



Dan Ige and Puna Soriano spend the day with employees from HELP of Southern Nevada during the organization's annual Water Drive.



Brandon Moreno and Rey Mysterio spent the afternoon with members of Casa De Luz in honor of Noche UFC and Hispanic Heritage Month



Justin Gaethje reads to students as part of Literacy Day in partnership with the Tony Finau Foundation



Tatiana Suarez, Cody Stamann, Ode Osbourne and Alex Perez joined members of the LVMPD youth program for a Back-to-School shopping spree



Brendan Allen and Diego Lopes served a 'Bakers For A Day' to make cookies for members of Opportunity Village in Las Vegas



Joanna Jedrzejczyk distributes toys and books to young members of YWCA South Florida in celebration of International Women's Day.

LOOK BACK: 2024 FUNDRAISING CAMPAIGNS

The UFC Foundation committed to raising and contributing funds to the following charitable campaigns in 2024:



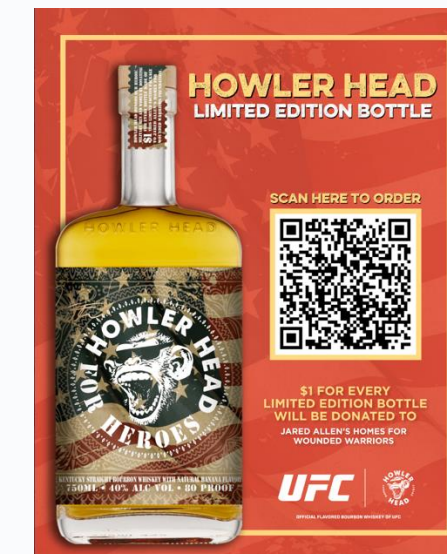
Partnered with **Make-A-Wish of Nevada** to design and unveil UFC's Ultimate Wish Room. The room, a first of its kind for UFC, will serve as a safe space for families to connect with staff and finalize wish for each kid during treatment.



Launched an environmental sustainability campaign to raise awareness for **4ocean**, a non-profit organization dedicated to actively cleaning plastic pollution from oceans and waterways to preserve marine life and ecosystems.



Joined forces with Bud Light and Anthem Snacks to produce a charitable sweepstakes in New York. A winner and a guest will receive an all-expenses paid trip with funds raised benefitting **Folds of Honor**. Folds of Honor awards life-changing scholarships to families of fallen or disabled U.S. service members and first responders.



Collaborated with Howler Head to launch its first-ever charitable campaign. Howler Head and UFC will launch a limited-edition bottle with \$1 from each bottle sold benefitting **Jared Allen's Homes for Wounded Warriors**, a non-profit that provides much-needed housing for wounded veterans.



Coordinated with the **Sick Kids Foundation** to produce their first-ever national charitable sweepstakes in Canada with a winner and a guest winning an all-expenses paid trip to Toronto for UFC 297.



Teamed up with Australia's National Rugby League to produce a joint 50/50 raffle during their first-ever event at Allegiant Stadium in Las Vegas. Funds raised will benefit **NAMI**, a national non-profit organization of families, friends and individuals affected by mental illness.

LOOK AHEAD: 2025 FUNDRAISING CAMPAIGNS

The UFC Foundation is committed to raising and contributing funds to the following charitable campaigns in 2025:



Partner with **Cure 4 The Kids Foundation** to design and unveil the first-ever UFC Ultimate Exam Room and UFC Youth Performance Institute. The rooms, a first of their kind for UFC, will serve as an interactive space for pediatric patients to receive treatment and train while undergoing treatment.



Team up with **PCYC – NSW** to produce a global CSR campaign to raise funds to help further the law enforcement’s charitable mission in Australia. A winner and a guest will win a VIP trip to Sydney for UFC 312.



Collaborate with **Howler Head** to launch a limited-edition bottle. \$1 dollar from each bottle sold will benefit **Rescue Dogs For Heroes**, a non-profit that matches rescue dogs with disabled veterans, first responders, and children born with mental or physical health challenges.



Launch UFC’s first-ever Hero’s Award in partnership with **Black Rifle Coffee**. The award will recognize and honor law enforcement, first responders and military personnel whose achievements in service and their respective communities exemplify outstanding performance.

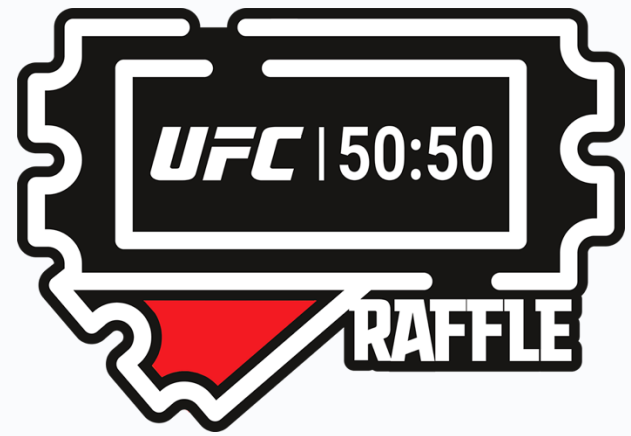


Align with **VeChain** and **4ocean** to establish a year-long environmental sustainability program as part of the organization’s new “VeBetter” campaign.



Work with **PRIME Hydration** to renovate youth wrestling gyms throughout Puerto Rico in partnership with the Puerto Rico Olympics Wrestling Federation. Each location will receive new UFC-branded equipment and accessories.

2025 FUNDRAISING PLATFORMS



UFC Foundation produces a 50/50 raffle during each Pay-Per-View | Fight Night event hosted at T-Mobile Arena in Las Vegas.



UFC Foundation is the charitable beneficiary of all tickets sales associated with the UFC Hall of Fame Induction Ceremony.



UFC Foundation has partnered with UFC collectibles to produce ticket and merchandise auctions to benefit the foundation, and national non-profit organizations aligned with athletes and sponsors.



AllTrove is a fundraising platform that helps charities supercharge their efforts and gain access to a new community of donors through custom giveaways. All proceeds from the packages will benefit the UFC Foundation.



UFC Foundation partners with Charity Buzz to auction off two seats in UFC President Dana White's VIP section during select Pay-Per-View events.



UFC will continue to promote its specialty license plates to motorists living in the state of Nevada. UFC Foundation will receive quarterly payments based on new registrations and renewals.

2025 TKO OPPORTUNITIES

UFC and WWE CSR teams recently collaborated to produce a joint visit to Norton's Children's Hospital as part of the TKO Takeover in Louisville, Kentucky. Former UFC flyweight champion **Valentina Shevchenko** and WWE Superstars & Tag Team champions **Austin Theory** and **Grayson Waller** met with pediatric patients and their families, providing inspiration and motivation along with UFC and WWE branded toys, belts, and signed merchandise.



UFC and WWE CSR teams have a unique opportunity to partner under the TKO umbrella and raise funds for local Nevada charities during WWE's WrestleMania 41, which takes place on April 19-20 at Allegiant Stadium.

The UFC Foundation, registered as a 501c3 in Nevada, would be able to produce a week-long 50/50 raffle across all WWE activations, with net funds raised benefitting local charities that align with the mission and goals of both organizations.



2023-24 BOARD MEMBERS & OFFICERS

BOARD MEMBERS

Lawrence Epstein
Chief Operating Officer, UFC

Andrew Schleimer
Chief Financial Officer, TKO

Hunter Campbell
Chief Business Officer, UFC

Riché McKnight
General Counsel, UFC

Deni Batchvarova
SVP, Strategy, UFC

Tracey Blecziński
SVP, Global Consumer Products, UFC

Heidi Noland
SVP, Global Brand Creative, UFC

Lenee Breckenridge
SVP, Communications, UFC

Romola Ratnam
SVP, Social Impact, Endeavor

Chris Bellitti
VP, Corporate Communications, UFC

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Lawrence Epstein

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David Avery

Secretary
Dmetri Culkar

Director
Brian Smith



*THANK
YOU—*